

impact

advancing health care through philanthropy  SWEDISH

Fall 2011

**GIVING
THANKS:**
Recognizing key
partners

Beating the odds with
**CLINICAL
TRIALS**

**SIGNIFICANT
GIFT MADE TO
HEART FAILURE
PROGRAM**
Generous donors
endow program director

Leading the way regionally in our national health-care crisis



These are some of the most challenging times in our country's history for both health care and the economy. As greater Seattle's largest nonprofit provider, we believe it is Swedish's responsibility to guide the region through these difficult times and present a local solution to the nation's health-care crisis.

Swedish is proud to lead the way in partnership with Providence Health & Services. Recently, both of our boards approved an innovative plan to join forces and form a new integrated health system to serve Western Washington. There are still many details

to be worked out, and the affiliation is pending regulatory review. But when finalized, our new system will dramatically improve health care in the region by allowing us to coordinate care seamlessly for patients from Centralia to Seattle to Everett.

The proposed affiliation will ultimately mean better clinical outcomes for patients at lower costs for government payers, insurers and employers. It will also increase access to health care for underserved populations and the uninsured. Combined, Providence and Swedish already provide \$205 million in uncompensated care and other community benefits in Western Washington. Imagine how much more we could do working together. You can read more about this bold new partnership in this issue of *IMPACT*.

Part of our role in the community is to serve as a beacon of hope for people facing serious illness. One way we achieve this is through an active clinical research program that allows us to give patients access to promising new treatments. I invite you to turn the pages of this issue of *IMPACT* to learn more about the important and groundbreaking work that our investigators are undertaking on behalf of our patients.

Philanthropy plays a vital role in clinical research at Swedish, and our annual Women's Wellness Luncheon is one example of that. Thank you to everyone who attended the October luncheon. Together, you raised more than \$282,000 for cancer research, and we are deeply grateful for your support.

Thanks to the generosity of many individuals in the community, Swedish has had a profound impact on the health of Western Washington for 101 years, and with your continued support, we look forward to making an even bigger difference for many more years to come.

Warmest regards,

Rod Hochman, M.D.
President and CEO
Swedish Medical Center

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Swedish Medical Center
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EDITOR Lindsay Hopkins

DESIGNER Angela Bogdanovich Turk

FEATURE WRITER Jennifer Schaefer

CONTRIBUTING WRITERS Colleen Broman

Marnie Foust
Gaynor Hills
Bob Hinck
Ellen Kuo
Randy Mann
Jennifer Nolte
Kate Purcell

FEATURE PHOTOGRAPHER Rosanne Olson,
Rosanne Olson Photography

CONTRIBUTING PHOTOGRAPHERS Ben VanHouten, VanHouten
Photography, Inc.
Craig Larsen Photography
Swedish Medical
Photography and Video
Jerome Tso Photography
Thor Radford Photography



ON THE COVER

Swedish Cancer Institute clinical trial patient Deborah Dietz, shown with her husband, Eddie, graciously invited us into her home to share her personal story.

Cover photo by Rosanne Olson

Welcome to Swedish Medical Center's *IMPACT* magazine. This publication is designed to provide you with the latest information about Swedish services and events, health care and medical topics, and the activities of the Swedish Medical Center Foundation and its supporters. *IMPACT* is published as a community service by Swedish Medical Center. Any questions or comments may be addressed to Lindsay Hopkins, editor, Swedish Medical Center, 747 Broadway, Seattle, WA 98122-4307.

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Swedish clinical trials have allowed cancer patient Deborah Dietz to continue focusing on what truly matters: home and family.

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Swedish Legacy Partner Susun Hosford is a dedicated board member, enthusiastic volunteer, and a true champion of the Rivkin Center



Photo by Rosanne Olson

Swedish and Providence to join forces

Affiliation will improve health care for Western Washington.

Swedish Health Services and Providence Health & Services recently announced plans to form an innovative affiliation that will improve health-care quality, access and affordability for the residents of Western Washington. This unique affiliation will allow both organizations, which have each served the Puget Sound area for more than 100 years, to collaborate to better deliver health care to the region while at the same time maintaining their individual identities and heritage.

Under the proposed plan, the two organizations will form a new not-for-profit health-care system that will include all of Swedish's operations in King, Snohomish and Kittitas Counties and all of Providence's operations in King, Snohomish, Thurston and Lewis Counties. Providence will keep the Providence name and its Catholic identity, while Swedish will keep the Swedish name and remain a non-religious organization.

The two not-for-profit organizations recently signed a memorandum of understanding and are now working on the details of the proposed affiliation. Regulatory review and approval of the new operating arrangement may take some time; until then, the two organizations will continue to operate independently.

"Through this unique operating arrangement, we are able to preserve each organization's heritage and local operations, while providing a better and more affordable level of patient care across both organizations," says John Koster, M.D., Providence Health & Services president and CEO. "We had to think beyond merger or acquisition to accomplish this, and this affiliation is really the best of both worlds. The shared knowledge and capabilities of Providence and Swedish will benefit our communities for many, many years to come."

"Health care in this country is at a

crossroads. Having served the community for more than a century, we believe it is our responsibility to lead the region through these challenging times. By sharing the resources, best practices and expertise of two great institutions, we can address the nation's health-care crisis at a local level



and create one of the best health-care systems in the country," says Rod Hochman, M.D., president and CEO of Swedish.

One benefit of the affiliation will be a common electronic health record that will connect Providence and Swedish hospitals, outpatient centers, and doctors' offices throughout Western Washington to better serve patients and help improve their health. In addition, by sharing resources, both organizations can make it easier to access health care across the entire range of services — from primary care, specialized care, research, hospice and long-term care.

By working together, Providence and Swedish can reduce costs by better organizing how care is delivered. Both organizations will be able to create improved models for delivering care and approaches to chronic disease management, which in turn will make health care more affordable for government payers, commercial insurers, employers and patients.

What does this affiliation mean for end-of-life care and reproductive health services at Swedish? To clarify, there will be no changes to current practices regarding end-of-life care at Swedish. In addition, Swedish will continue to provide abortions on an emergency basis, along with comprehensive women's services including family planning and sterilizations in Swedish facilities. Non-emergent cases will be performed in a clinic setting operated by Planned Parenthood, which will be established on the First Hill campus.

Both leaders, who are also physicians, believe that each organization's complementary community service missions will serve as a strong foundation for success. "Knowing that greater collaboration among providers is the future of health care, Swedish had been seeking the right partner for a few years," says Dr. Hochman. "We evaluated many different options. But at the end of the day, there was only one partner that made sense. Like Swedish, Providence is a mission-driven organization with a strong commitment to providing high-quality health care to everyone, including underserved populations. It was important to find a partner who shared that as a core value."

Last year, Providence and Swedish provided a combined total of more than \$205 million in community benefit in Western Washington, including \$61.4 million in free and discounted care for those who could not afford to pay.

"The economic challenges facing our cities, state and country are daunting and won't be any less challenging until we begin to offer innovative solutions," says Dr. Koster. "Together, Providence and Swedish can dramatically impact health-care cost and access for all who live in the communities we serve."

In light of economic challenges, philanthropy has, and will continue to be, vital to the missions of both organizations. Through this innovative affiliation, Providence and Swedish will maintain their individual foundations, and they will continue to operate separately. That means gifts made to the Providence foundations will only go to Providence and gifts made to the Swedish Foundation will only go to Swedish. ■

Bob and Pattie Arnold endow new medical director for Heart Failure program

Chronic and acute heart failure patients to benefit from generous gift.

A new \$2 million gift from Bob and Pattie Arnold of Seattle will allow Swedish to recruit a nationally-recognized heart failure specialist to lead the Comprehensive Heart Failure program.

Heart failure is a serious, life-threatening form of heart disease that affects more than five million people in the United States — 40,000 in the Puget Sound area alone — and causes more hospitalizations than any form of cancer combined.

"Both Pattie and I are excited about the new Heart Failure program at the Swedish Heart & Vascular Institute, and we feel fortunate to have the opportunity to support such a great institution," says Mr. Arnold.

The Robert M. & Patricia Arnold Endowed Director for Heart Failure will oversee the integration of the multiple disciplines required to care for chronic and acute heart failure patients throughout the Swedish system, including specialists in cardiology and cardiovascular surgery, primary care, emergency medicine and hospital medicine, as well as nursing and home-care providers.

The establishment of this endowed directorship marks an important milestone for the new Comprehensive Heart Failure program at Swedish. While the Arnold's gift is the largest single gift received to date for the program, a total of more than \$4.5 million from the community has been raised through *The Campaign for Swedish*. Following are other recent Heart Failure program milestones achieved through philanthropy include:

- Construction was completed in June on the John L. Locke Jr. Heart Failure Clinic on the fourth floor of the James Tower at the Swedish Cherry Hill campus. The new outpatient Clinic, named for the \$1.5 million gift that launched the Heart Failure program, will offer advanced, outpatient care for patients with



Bob and Pattie Arnold's endowment is the largest single gift to date for the Heart Failure program at Swedish.

chronic heart failure, including diagnostics, treatment, case management, patient monitoring and education and support services to meet a broad range of needs for chronic heart failure patients. The Clinic will be the administrative base for the Heart Failure program throughout the Swedish system.

- Swedish has established a multidisciplinary Heart Failure steering team to review care plans of high-intensity patients following hospital discharge, beginning later this year. In addition, a new patient support and education program, Emmi Solutions, was launched in mid-September which will encourage heart failure patients to become active partners in treating their disease.

To learn how you can support the Heart Failure program, please contact Randy Mann at randy.mann@swedish.org or (206) 386-6791. ■

Planning for the future: New developments at Swedish/Edmonds



Plans are underway for a new cancer care facility on the Swedish/Edmonds campus, depicted here in an architectural rendering.

Rendering provided by Perkins+Will

Expansion of cancer care and improvements to emergency and birthing services part of the planning currently underway.

In September 2010, Swedish/Edmonds was established through an innovative partnership between Seattle-based Swedish Health Services and Stevens Hospital in Edmonds.

This partnership allows Swedish/Edmonds to combine resources and talent, manage costs more effectively, provide greater value to patients by improving care-delivery models, and reduce waste. In addition, Swedish has committed to making significant investments in advanced medical and information technology at its Edmonds campus.

Over the past year, many key needs have been identified to ensure increased health-care offerings for the community, and numerous new developments are already underway. For instance, the Edmonds campus is in the process of integrating into Swedish's Epic electronic health records system, which will make it easier for patients to manage their health care and for physicians to provide it. The Epic network offers a powerful set of secure online services such as transmitting lab results, emailing doctors, making appointments and paying bills.

In June 2011, David Jaffe, who served as executive director and CEO of Harborview Medical Center for 16 years, signed on as the interim chief administrative officer for the Edmonds campus. David decided to accept this leadership role because of the exciting opportunities on the horizon at Swedish/Edmonds.

Planning is currently underway for developments to the campus over the next 10 years. These plans include an expanded cancer center, improvements to emergency services, increased birthing services, and an expansion of critical care

beds. The goal is to provide patients the optimum environment that best supports their health-care needs.

Expanding cancer care close to home

Providers of advanced cancer care for patients in north Seattle and south Snohomish County have a long history of close collaboration. The Swedish Cancer Institute (SCI), Puget Sound Cancer Centers (PSCC), and other local cancer care providers affiliated with Swedish/Edmonds cared for more than 2,600 patients last year.

Through a growing partnership with Puget Sound Cancer Centers, the physicians and administrative staff in the cancer program are working to identify ways to offer patients from surrounding communities increased services and improved access to the most advanced and comprehensive cancer care close to their homes. As a result of this collaborative planning process, Swedish/Edmonds is moving forward with numerous improvements in facilities, technologies and services for treating cancer patients.

The plan for expansion at Swedish/Edmonds includes the construction of a new, 16,000 square-foot cancer care facility. The medical oncology physicians' suite and chemotherapy treatment center will move to this new location. The new facility will allow for state-of-the-art technology upgrades, larger exam rooms and infusion spaces, and enhanced privacy and comfort for patients and their families.

This expansion will also include further development of the cancer resource center to provide patient- and family-centered educational activities, social services, meeting rooms for patient support groups, and space for other specialists and alternative providers related to the cancer program.

Later phases include exciting new changes in the existing cancer facility. The first floor will accommodate a new linear accelerator (LINAC) – a technology commonly used for cancer radiation treatments. A LINAC works by delivering a uniform, high energy, X-ray dose to cancer tumors. The precision and accuracy of the X-ray dose allows for cancer cells to be destroyed, while sparing surrounding normal tissue.

The expanded center will provide a more seamless and personalized experience for patients and families. We expect to complete the project in spring 2012.

Philanthropic support from the community will play an important role in this project, and the Swedish/Edmonds Imagine Gala, held on November 18th, helped raise critical funds for the new cancer care facility. **I**

Make an impact

Generous community support plays an integral role in helping us expand programs and services at the Swedish/Edmonds campus. For more information about featured fundraising objectives or how you can support these or other projects, please contact Kate Purcell, director, major gifts at kate.purcell@swedish.org or (206) 386-3194.

Healing through art: A community partnership

To highlight how art provides a healing environment, Swedish/Edmonds has reached out to local artists to share their work with patients and the community. Art from 20 local artists is part of a rotating collection currently on display throughout the campus.

"Art has long been recognized for its role in the healing process," says David Jaffe, interim chief administrative officer at Swedish/Edmonds. "The art collection at Swedish/Edmonds is a result of the unique partnership between the hospital and the art community."

Swedish has been integrating art as part of the healing environment since



Swedish Art Committee member Janette Turner, artist Mona T. Smiley-Fairbanks, and Swedish/Edmonds interim CAO David Jaffe.

the Seattle art collection originated in the 1960s. Over 2,000 pieces exist in public spaces across its campuses. Funding comes from donations, gifts to the Art Endowment Fund, and a small percentage from the construction budgets of new projects and remodeling.

One of the Edmonds artists, Mona T. Smiley-Fairbanks, is very pleased. "I'm glad to see Swedish/Edmonds is supporting the local arts community and acknowledging the healing nature of art."

For most Americans, the Fourth of July signifies freedom, independence, and a time to celebrate with friends and family. But for Everett resident Deborah Dietz, July 4, 2006 was the day that her life changed forever. That morning, she began treatment for her recently-diagnosed Stage IV colon cancer. Five years later, 53-year-old Deborah continues to beat the odds — and is living a largely normal life — which she attributes to the opportunities she's had to participate in several groundbreaking clinical trials at Swedish Medical Center.

Searching for a CURE

• Story by Jennifer Schaefer
• Photos by Rosanne Olson



“My time with my family is so important to me. I feel fortunate to be able to watch my grandchildren grow up.”

Deborah Dietz: wife, mother, grandmother and Swedish clinical trial patient

Deborah's cancer was discovered during a routine medical exam in Everett, during which her physician found that her blood count was off. Severely anemic, she was advised to take an iron pill three times a day and was sent home. After a month, when her blood count didn't improve, her doctor referred her to another area physician. “He did a scan on me and found the Stage IV colon cancer,” remembers Deborah. “I was shocked, because I didn't really have any symptoms.”

There are four stages of colon cancer, with stage IV being the most advanced because it has often spread to other organs. In Deborah's case, the cancer had invaded her liver. “After delivering my diagnosis, the doctor told me to go home and put my affairs in order because there was nothing he could do for me,” she says.

“I turned white as a sheet and broke out in a sweat. I didn't know what to say or do.”

Breaking the news to her husband, Eddie, and two adult children was difficult — but the family agreed they weren't going to give up hope. One of Eddie's co-workers had been treated for colon cancer at Swedish Medical Center, and through her, the Dietzes were referred to colorectal surgeon Steven Medwell, M.D. “I called Dr. Medwell that Friday, and on Monday morning, July 3, we had an appointment with him,” says Deborah.

At the appointment, Dr. Medwell “read my scan, then sat with me and held my hand. He asked me what I was doing the next day, the Fourth of July, and said he would meet me in the morning for surgery.” For the first time since being diagnosed, Deborah felt a sense of relief. She was comforted by the fact that a physician was putting a treatment plan into action.

Dr. Medwell was the first of many Swedish physicians and caregivers to give Deborah this feeling of comfort and hope. Another was Philip Gold, M.D.,

an oncologist and director of cancer research at the Swedish Cancer Institute (SCI). “When I woke up after surgery, Dr. Gold was at my bedside,” says Deborah. “He told me he'd be with me all the way, and that there would always be a plan for me at Swedish and through his research. That made me feel wonderful. Knowing he had a direction helped a lot.”

Two grueling years followed, during which Deborah received 51 hours of chemotherapy every other week. She underwent multiple liver surgeries as well as surgery to remove cancerous tissue that had metastasized to her lung. To date, she has had a total of seven operations related to her cancer diagnosis.

“The first two years were really tough,” says Deborah. “My husband literally had to pick me up off the ground, rub my back, fix my meals and take care of me.”

Eventually, Deborah reached the limit of the amount of chemotherapy she could undergo, and in mid-2009, Dr. Gold introduced the possibility of embarking on a series of clinical trials, which give patients access to promising new medications and procedures before they are widely available. Without hesitation, Deborah agreed.

“Deborah is a very courageous woman,” says Dr. Gold. “She had gone through all of the commercially available drugs for the treatment of her cancer. But when they stopped working, she wasn't content just to stop treatment. She was a patient who wanted to have choices, wanted to have options, wanted to have hope.”

“I didn't have any reservations about participating in the trials,” says Deborah. “I had complete faith in Swedish's doctors, nurses and other team members. I also wanted my experience to benefit other cancer sufferers by helping to make them healthy.”

Clinical trials typically have three distinct phases — I, II and III — according to the stage of development of the drug, with Phase III being the most advanced.



Clinical trial patient Deborah Dietz puts family first, as this framed collection of photos in her living room attests.

Eventually, Deborah reached the limit of the amount of chemotherapy she could undergo, and in mid-2009, Dr. Gold introduced the possibility of embarking on a series of clinical trials, which give patients access to promising new

In October 2009, Deborah participated in Phase II research, which “worked great,” she says. “It helped me feel steadier.” The following February, she began taking a Phase III drug, “which worked even better.” And this past April 2011, Deborah became the first person in the United States to be enrolled in a new Phase I study, with promising results. Within the first few weeks of treatment, her level of a tumor marker called CEA had dropped from 35 to a much-more-normal 5.

“The clinical trials — the third one in particular — changed my life,” says Deborah. “The things that I do have gotten so much easier. I still have symptoms, but very few compared to before.”

On a typical day, Deborah, a former assistant daycare director, might go for a walk with her husband, work in the yard, or play with her four grandchildren. Her family loves RVing on both sides of the mountains and spending time at the beach, and her son is planning a wedding. Deborah is currently learning how to play golf.

“My time with my family is so important to me,” says Deborah. “I feel fortunate to be able to see my grandchildren grow up.”

She adds, “Without Swedish's cancer research program, I wouldn't be here today. Dr. Gold is my hero.”

“I just want to do the best I can for Deborah and have her be around with her family for as long as possible,” says Dr. Gold. “I want to keep giving her those choices and that hope. Patients like to have options. Patients want to have hope. And clinical research gives them both.”

Cancer research at Swedish

The history of clinical cancer research at Swedish — research that has significantly improved the lives of Deborah Dietz and thousands of other patients suffering from cancer — dates back four decades. In the early 1970s, Seattle-native Saul Rivkin, M.D. became Swedish's second medical oncologist and was instrumental in early efforts to establish the medical center's cancer institute as a national leader. In addition to writing innovative protocols, including one created in 1974 that is still being used today, he initiated Swedish's participation in the Southwest Oncology Group (SWOG), one of the largest National Cancer Institute-supported cooperative groups for cancer clinical trials in the United States. Swedish has acted as the

Make an impact

Since its founding in the 1970s, Swedish Cancer Institute's research division has grown steadily, making Swedish one of the leading clinical trial sites in the western United States. Over the years, treatments, devices and technologies developed and used by Swedish investigators in clinical research have greatly contributed to making Swedish a place where patients and their families know they will be able to receive the most advanced cancer care available in their own community.

Patients have always come first at Swedish, and the Swedish Cancer Research Division operates under two guiding principles:

Giving cancer patients more choices for treatment. Most cancers are extremely complicated diseases that can affect patients in many different ways. The broad program of clinical cancer research conducted at the Swedish allows our caregivers to choose from an array of devices, therapies and technologies. These can include both standard practices and, when standard treatments aren't available, investigative approaches. For each patient, the issues involved in deciding which treatments to choose are carefully explained, and the goal is always to provide patients who have been diagnosed with cancer the best treatment and outcomes possible.

Bringing science to the bedside. At Swedish, treating cancer means diagnosing at the earliest stage possible, and quickly identifying the best ways to treat and restore health. Patients who choose to enroll in a clinical trial or receive an investigational treatment for their cancer remain under the direct care of their personal physicians. This focus on maintaining Swedish-style, patient-centered care for those participating in clinical investigations is a hallmark of the Swedish Cancer Institute.

Philanthropic partnerships are integral in allowing Swedish to have an active and dynamic cancer research program. Generous individual and corporate donors give our physicians opportunities to develop their understandings of cancer, to share their knowledge with others, to participate in a stimulating, international scientific effort and, most of all, to be able to give their patients the kind of care they deserve and need.

Your generosity truly makes a difference in the fight against cancer. If you would like to learn more about how you can support Swedish's cancer research program through an outright gift, a pledge, or a legacy gift, please contact Ellen Kuo, director, major gifts, at ellen.kuo@swedish.org or (206) 386-6928.

coordinating center for SWOG's research activities in the Northwest since 1977, and the medical center's collaboration with other area institutions — including Fred Hutchinson Cancer Research Center, the University of Washington and Group Health Cooperative — makes Swedish the largest SWOG clinical-trials site in the country.

"SWOG provides our physicians with opportunities to collaborate with doctors throughout the country in determining the newest and latest treatments available to patients and tries to bring them back home to Swedish," says Dr. Gold. "Our patients have access to trials across a broad range of cancer types, including breast, colon, prostate and many, many others. These trials can make life for cancer patients much more comfortable, and even save their lives."

"When I came to Swedish many years ago, there was a void because the medical center didn't have a cancer program," reflects Dr. Rivkin. "There were only a very few treatments for cancer available. Now, the amount of treatments has mushroomed, and we have a lot of choices. It's really exciting to see that we're making big progress in cancer care."

"Cancer is the worst word in the world," says Dr. Rivkin. "But it doesn't have to mean death — it can mean life. It means hope. I've seen it with breast cancer. When I started here, 30 percent of the women would die of breast cancer, and now it's only 10 percent. And that's through clinical research. There's been a huge amount of progress, and it's growing every year."

Winning the fight against cancer

The Swedish Cancer Institute's research program has grown and diversified since the 1970s, but its goals remains the

same: to test approaches to preventing cancer, detect various types of cancer in very early stages, find new treatments or more effective combinations of treatments, and improve the quality of life for cancer patients. As has been the case since the beginning, clinical trials are the most effective way progress is being made.

To help achieve its goals over the years, SCI's research program has developed affiliations and collaborations with many other institutions — as well as pharmaceutical and biotech companies — locally, nationally and internationally. Clinical trials are offered at Swedish through a variety of organizations, including the Southwest Oncology Group, the National Cancer Institute's Cancer Trials Support Unit, the American College of Surgeons Oncology Group, the Radiation Therapy Oncology Group, the National Surgical Adjuvant Breast and Bowel Project, and Swedish's own physician-initiated research.

In addition to improving patients' lives, research efforts also benefit physicians by giving them opportunities to develop new ideas, share knowledge, and participate internationally in a highly stimulating scientific environment dedicated to the fight against cancer.

"I love my job at the Swedish Cancer Institute," says Dr. Gold. "Not only do I get to directly care for my patients, but I also get to write and design clinical trials, which keeps me intellectually stimulated in my job. And I don't have to send my patients anywhere else for any medical therapy. It can all be done right here at Swedish Medical Center."

Innovative clinical trials

Over the decades, the Swedish Cancer Institute has helped facilitate hundreds of clinical trials that have resulted in the

availability of several new cancer drugs, such as Taxol and Carboplatin, which are now standard-of-care treatments. And the innovation continues: last year, for instance, SCI opened a new, ongoing Phase I trial for hepatocellular cancer and treated the first person in the world with the new drug.

Another example of SCI's work is its creation of an extensive Breast Research Registry, a unique database that houses information on more than 12,000 breast-cancer cases, to which more than 800 new cases are added annually. The intent of compiling this data is to allow physicians to evaluate it, looking for variables, similarities and statistical patterns that may indicate what has worked for certain types of cancer and certain patients in the past. Ultimately, these insights may show new ways to improve outcomes for patients with breast cancer.

Another focus of the Swedish Cancer Institute is developing what are known as "targeted therapies" — drugs that are very specific to particular cancer cells and usually result in fewer side effects.

"We now know how tumors grow," says Dr. Rivkin. "For patients with cancers that can spread to the bones — lung and breast, for example — we have drugs that prevent the formation of cancer cells in the bones. Exciting new developments like this have come about in just the past two or three years."

Another example of targeted therapy Dr. Rivkin mentions is a recently-developed treatment for certain tumors that have high levels of folic acid. "We've learned how to connect drugs to the folic-acid molecule. The drugs go right to the tumor without hurting the body, which is fantastic. They are getting better and better every year."

Similarly, new radiation-oncology techniques are also becoming more targeted, as researchers discover new ways to deliver radiation therapy with much less damage to surrounding tissues. "The biggest difference I've seen in cancer surgery is that we've learned how to gain more with less — to remove less tissue but get a better result," says Dr. Rivkin. "Surgical procedures are much more focused and targeted. Patients experience less deformity, less distortion, and less loss of function because of research in the surgical area."

"Some of the equipment developed through our advanced radiation-therapy research program has been instrumental in changing the course of treatment for patients," says Dr. Gold. "Several of these radiation-oncology techniques aren't available anywhere else in the country."

He adds, "Patients come from all over to participate in our research trials. They come from throughout the Northwest, Alaska, California and other parts of the country. Trials are very important at Swedish in terms of bringing new patients into the system and keeping us at the frontier of clinical research."

Making a difference in the lives of cancer patients

Cancer touches nearly everyone. "It's a really common disease that affects about a third of us in our lifetimes," says David Beatty, M.D., a breast surgeon and the director of research and education for Swedish's breast cancer program. "Most of us will be confronted by cancer, or have a really close family member who has it. And to provide the best care, you've got to be out there seeking it, looking for it, asking questions, turning stones, inquiring. That's how you find the very best."

Of course, it takes financial resources to fund new research and clinical methods, and much of the funding for the Swedish Cancer Institute's research department comes from philanthropy.

"Some costs of Swedish's clinical-research program are provided by industry," says Dr. Gold. "We receive federal funding from the National Cancer Institute as a large participant in the Southwest Oncology Group. We receive money for commercial clinical trials when we participate in a nationwide study

that's being done by a pharmaceutical company. However, we remain extremely dependent on donors for support. These funding sources only cover a fraction of our actual expenses. In order to keep going with this large research program, we are completely dependent on private donations."

Philanthropy supports a wide variety of expenses, such as the salaries of support staff including nurses, research coordinators and regulatory-affairs personnel. Financial support from donors has also helped create SCI's Compassionate Care Program, which provides support for physicians to gain access to new, experimental treatments for patients, even if the patients don't qualify for a research study because of strict eligibility criteria.

When asked about future goals for the Swedish Cancer Institute, Dr. Gold says he has an ambitious global vision for where he'd like to see cancer research go in the next several years. "We need to keep offering our patients the latest treatments. We need to increase the amount of clinical research being done at our satellite sites, such as Issaquah and Edmonds. We need to give patients in the entire region access to these newer therapies, and this is going to take a lot of effort and a lot of infrastructural support."

He remarks, "With continued philanthropic support and community partnerships, we will be able to continue to develop new protocols, treatments and technologies, and continue to give patients hope and choices and all the things that they really want in a cancer center."

For cancer patients such as Deborah Dietz, hope is what gets them out of bed in the morning.

"My husband and I focus on the positive each and every day — what we're going to do and the things we're going to accomplish," says Deborah, who's only spent a single day in bed since being diagnosed. "We don't look at anything negatively because of the cancer, because I believe I will be over this. I've told Dr. Gold from day one, 'I'm going to be here. I'm a survivor.'" **I**

Jennifer Schaefer is a Seattle-based writer and editor. She can be reached at schaefer.jen@gmail.com.

Rosanne Olson is an award-winning photographer, teacher, lecturer and published author. She collaborates with her fellow humans to tell the truth, beautifully, in her Knowing Portraits practice. To learn more, visit rosanneolson.com.

"My husband and I focus on the positive each and every day — what we're going to do and the things we're going to accomplish."

Deborah Dietz



Spotlight: Hank Kaplan, M.D.



Hank Kaplan, M.D. serves as the current director of medical oncology at the Swedish Cancer Institute, and administers the Kaplan Cancer Research Fund at Swedish Medical Center Foundation. Activities of the Kaplan Research Fund have continued to focus on two areas — treatment for hematologic malignancy and breast cancer — and the fund has been supported by over 2,760 gifts since its inception in 1993.

"I could not even begin to do my job without the extraordinarily talented nurses, compassionate social workers, and an entire hospital dedicated to quality. The generous community support to my research is also a great gift. Without their philanthropy, the physicians and staff at Swedish would not be able to continue their pursuit in finding the most effective and safest treatments for our patients."

Hank Kaplan, M.D.

Holden Hughes: A NICU miracle



Jessica Hughes greets Dr. Levine at Holden's first birthday party.

Wonderful care leads to generous donations for Swedish NICU.

Holden Hughes proved early on that he possessed the strength of spirit to fight, inspire and thrive — traits which he undoubtedly acquired from his parents, Jessica and Tom.

At 18 weeks pregnant, Jessica knew something was wrong: "I felt some cramps and went to the hospital. They told me I was leaking fluid, and I was put on immediate bed rest."

"The strength and courage of my wife during those seven weeks amazed me," says Tom. "She was determined to keep our baby safe and delay birth for as long as possible."

With the support of Swedish's Antepartum unit staff, her family and friends, Jessica made it to 25 weeks and on June 14, 2010, their baby boy was delivered via cesarean section.

"This case was truly unique and special," recalls Linda Toscano, Holden's primary NICU nurse. "We faced a variety of challenges with Holden, but he kept pulling through after each scare and proved to be a fighter," says Linda. After spending more than 138 days in the NICU, Holden was finally ready to go home.

"Everyone — from the doctors and nurses to the environmental services staff — was amazing. The valet placed 'We'll Miss You' notes all over the car, and even bought us balloons with their own money. It was an incredible surprise and we knew we would never forget the care we received at Swedish."

A year later, when planning Holden's first birthday, the Hughes thought of a way to give back. In lieu of gifts, they asked their friends and family to make donations in support of Swedish's NICU. "We realized this was the only way that we could say 'thank you,' as well as help other families who have to go through what we did."

With over 200 guests in attendance, including members of Swedish's medical and nursing staff who cared for Holden during his first few months, a joyous celebration was held at the Seattle Tennis Club. Jessica's obstetrician, Bob Levine, M.D., who came into the hospital on his night off at 1:33 a.m. to deliver Holden, also joined in to celebrate the very special birthday.

"There were so many people who supported us during this past year's journey. Not only did we want to say thank you, but we also wanted to give everyone an opportunity to see for themselves how healthy and strong Holden is today."

The event raised more than \$18,000 for the NICU and although Holden is healthy and thriving, the Hughes' spirit of generosity continues on behalf of Swedish. ■

In 2010, more than \$1.5 million was raised from generous donors to expand the Swedish NICU to the third floor, South Tower. Tom and Jessica Hughes want to thank the community for this gift, as their son was privileged to be one of the first patients in this new unit.

Commitment to a cause

A decade after her initial diagnosis of ovarian cancer, Susun Hosford is now an enthusiastic volunteer and champion for the Rivkin Center.

Susun Hosford is a dynamic woman with a variety of interests and passions, and is equally at home whether discussing the finer points of strategic marketing, why steel bicycles are superior to the newer carbon frames, or what it means to be courageous in the face of a serious health diagnosis. Nothing about Susun's energy or personality betray that she lives with a life-threatening, but in her case, managed disease.

Ten years ago, Susun was one of the more than 230,000 women worldwide who are annually diagnosed with ovarian cancer. Like many affected by this disease, Susun suffered no major symptoms and it went undetected during routine screenings — a significant reason why ovarian cancer has the lowest survival rate of any gynecological cancer.

Susun is quick to recognize the seriousness of her disease — but equally quick to acknowledge the incredible role Swedish has played in her early diagnosis and treatment. "My preferred hospital is Swedish. There is a true sense of caring and community among the patients, doctors, and clinical staff. Plus, I can walk into any campus, clinic or emergency room and they can pull up my records. That's a very powerful thing."

Determined to be an active voice in the community, Susun serves on the board of the Marsha Rivkin Center for Ovarian Cancer Research, is a champion of the *SummeRun & Walk*, and is committed to causes involving education and ovarian cancer research.

In 2010, Susun made another significant commitment to Swedish in the form of a bequest to the Rivkin Center — making her a Swedish Legacy Partner. When her attorney recommended



Susun Hosford: passionate supporter of the Marsha Rivkin Center.

she refresh her will (which had been first drafted after her diagnosis), Susun decided to include a gift as a tribute to women who will receive an ovarian cancer diagnosis in the future. "When I was diagnosed, other women supported and impacted me. Now I want to help others however I can." Susun recognizes the importance of empowering the next generation of researchers, believes in the powerful work done by the Rivkin Center, and knows that philanthropy plays a vital in its mission to find a cure.

Clint Burwell, executive director of the Rivkin Center, is grateful for Susan's enthusiastic commitment: "Susun's compassion and her dedication to the research mission of the Rivkin Center are evidenced in her legacy gift. We are constantly inspired to do more by her dynamic and passionate leadership on our Board." ■

Make an impact

Have you considered making a planned gift to Swedish? Legacy gifts can be funded with cash, securities, real estate, or other assets, and can be crafted to achieve both your charitable and financial goals. When you make a legacy gift to Swedish, you are making an investment in the future health of our community. To learn more about how you can support Swedish through a planned gift, please contact Lindsay Hopkins at www.swedishfoundation.org/plannedgiving or (206) 386-2751.

Fundraising record at 2011 SummeRun & Walk



Ovarian cancer survivors were honored at the record-breaking 2011 SummeRun & Walk.

Thousands put their best foot forward to support ovarian cancer research.

The 2011 *SummeRun & Walk for Ovarian Cancer* was a huge success: the Seattle weather was picture-perfect, more than 3,000 people participated in this year's event, and a record-breaking \$585,000 was raised for ovarian cancer research. With 100% underwriting by Swedish, all event proceeds directly benefit the Marsha Rivkin Center for Ovarian Cancer Research and its mission to save lives and reduce suffering through improved treatment, early detection and prevention of ovarian cancer.

Nearly 160 teams joined the fun on Sunday, July 24th for the 5K run and walk through the First Hill neighborhood. This represents an increase of over 50% from the number of teams who participated last year. High-fives and smiles, supplemented by treats from local companies and nonprofits, helped participants celebrate at the finish line.

A spirited tribute for the ovarian cancer survivors followed the run and walk. At the ceremony, Susanne Seidel was honored as the 2011 *SummeRun & Walk* Survivor Honoree. Susanne, a nurse at Swedish, worked tirelessly to help promote this year's event by calling team captains, encouraging her co-workers to participate, and raising money for the cause. Susanne and her team, Marty & Susanne's Olympians, were also recognized at the *SummeRun & Walk*, for being the largest fundraising team (over \$100,000). Team Leslie once again brought an army of supporters, having the largest team of participants for the third year in a row.

Special thanks to presenting sponsor BDA and all the other event sponsors including Aquafina, Click 98.9, HCP, Grand Masters, Kaye-Smith, 1150 AM KKNW, Seattle Nuclear Medicine and the Swedish Medical Center Auxiliary/First Hill. ■

Make an impact

The Rivkin Center relies on community partnerships in its fight against ovarian cancer. If you would like to pledge your support through an outright gift or a deferred gift through your estate plans, please contact Gaynor Hills, development director, at gaynor.hills@swedish.org or (206) 215-2204.



A Seattle Brain Cancer Walk participant stops to take in the "Tent of Honor" which featured inspiring and colorful memorials in honor of brain cancer patients and their families.

Celebrating success at the 4th annual Seattle Brain Cancer Walk

Anonymous challenge gift helps set new high for fourth straight year.

More than 2,200 eager supporters celebrated the success of the 2011 *Seattle Brain Cancer Walk* on Saturday, September 24th.

"The *Seattle Brain Cancer Walk* provides a powerful day of support and hope to people in the Pacific Northwest who are battling brain cancer and their loved ones," says Greg Foltz, M.D., neurosurgeon at the Swedish Neuroscience Institute and director of The Ben and Catherine Ivy Center for Brain Tumor Treatment. "For every dollar raised at these walks, another nine dollars have been secured from other grant sources. This makes the *Seattle Brain Cancer Walk* the main driver for brain cancer research and new treatments in the Pacific Northwest. Each year we are amazed by the effort our community makes to support the program."

A record \$940,000 in donations has been collected so far from donors and walk participants, including an anonymous \$500,000 challenge gift from a current Ivy Center donor. This marks the fourth consecutive record-breaking fundraising year since the *Walk* began in 2008. Thanks to the challenge gift, the *Walk* has the potential to raise more than

\$1 million for the first time ever. The Challenge Gift will be available to match all gifts made in support of the *Seattle Brain Cancer Walk* through December 31, 2011.

Proceeds from the *Seattle Brain Cancer Walk* benefit The Ivy Center and its partnering institutions in the Seattle area. Funds will support clinical trials, immunotherapy research, and genetic classification to improve predictive therapies. This progress brings hope to families, friends, and the 220,000 Americans — 1,200 in the Pacific Northwest — who are diagnosed with a malignant brain tumor each year.

The event was held at the Seattle Center's Founders Court and featured a stroll around the Fountain Lawns, live musical performances, fun activities for children, and a memorable Tent of Honor where participants shared stories of those who inspire the fight for a cure.

Deb Ferse and Nan Street, honorary co-chairs of the event, shared their personal stories and the impact of brain cancer on them and their loved ones, emphasizing the importance

of funds raised for brain cancer research.

Special thanks to corporate supporters Snoqualmie Casino, Northwestern Mutual, Novocure, TTF Aerospace, Seattle Radiologists and Westlake Associates for their leadership and generous support. ■



Greg Foltz, M.D. and his family share the honor of cutting the starting-line ribbon to kick off the 2011 Seattle Brain Cancer Walk.



Honorees from left to right: Saul Rivkin, M.D., John L. Peterson, M.D., Christine Smith, Martin S. Siegel, M.D., Anne and Wayne Gittinger, and Shari Sewell, executive director of Northwest Hope and Healing.

A night of giving thanks

Once a year, the Seattle Tennis Club fills with Summit Club, Founders Circle, and Legacy Partner members who gather to celebrate the impact their gifts have made and honor those in the community who work and give tirelessly to

make sustainable change in patients' lives.

This year's event began with a cocktail hour before guests assembled for the awards ceremony. President & CEO Rod Hochman, M.D. opened with a sincere thanks to those who have and continue

to support the work Swedish does in the community and introduced Todd Rauch, a grateful patient who attributes his life to the success of the multiple sclerosis trials at Swedish Medical Center. As Todd began to share his personal story of living with MS, the clinking of silverware quietly slowed as guests listened to Todd's depiction of love, loss, and determination to live. He moved the room as he spoke about the quiet struggles that accompany such a disease.

Thank you to our loyal Summit Club, Founders Circle, and Legacy Partner members for playing an essential and vital role in supporting Swedish and its commitment to improving the health of our community. It is our sincere privilege to honor you.

If you would like to take part in future gift club celebrations, become a member today. To learn more about membership and benefits please contact Mary Hackett at (206) 386-6796 or visit www.swedishfoundation.org/giftclubs. **i**

Swedish Medical Center Foundation 2011 Donor Recognition Awards

Each year, Swedish Medical Center has the privilege of honoring individuals and organizations for their contributions to Swedish Medical Center through the Foundation. We are proud to showcase our honorees here.

Northwest Hope & Healing: The Swedish Community Impact Award

Founded by Christine Smith in 2000, Northwest Hope & Healing is a nonprofit organization that raises funds to support women battling cancer at Swedish. Since its inception, Northwest Hope & Healing has donated close to \$800,000 to the Swedish Cancer Patient Assistance Fund (aiding patients with non-medical financial needs like child care, groceries, transportation, and emergency rent) and provided 5,200 Healing Baskets to all newly diagnosed breast and gynecological cancer patients at Swedish.

John L. Petersen, M.D. and Saul Rivkin, M.D.: The Physician Leadership Award *(This year we are pleased to recognize two physicians)*

Throughout his 30+ year career at Swedish, John L. Petersen, M.D. has inspired us through his leadership as a physician, mentor and philanthropist. Dr. Petersen's unique, holistic approach as a cardiologist is appreciated by his patients. He takes the time to know his patients well, educate them about their conditions and the treatment options, and inform each person about how to be an active partner in improving his/her health. During the last 14 months, Dr. Petersen has partnered with the Foundation to help raise over \$5 million for the future of cardiovascular care at Swedish.

Saul Rivkin, M.D. has built an incredible legacy of compassion and care for patients facing cancer. In 1989, his wife Marsha was diagnosed with ovarian cancer. Dr. Rivkin was determined to turn his grief into something positive and began an effort to change the national inertia in ovarian cancer research. In 1996, he founded the Marsha Rivkin Center for Ovarian Cancer Research as a joint effort between Swedish and the Fred Hutchinson Cancer Research Center. It continues to be an important and effective effort to help bridge the gap between clinical and basic research. Through Dr. Rivkin's unrelenting determination, his remarkable talent for fundraising, and the ever-growing popularity of the *Swedish SummeRun*, the Rivkin Center has become a highly influential program and a national (and international) leader in research.

Martin Siegel, M.D.: The Elmer J. Nordstrom Distinguished Service Award

Martin Siegel, M.D. has been on the Swedish medical staff since 1981, and is one of the top infectious disease specialists in the region. Dr. Siegel and his wife, Mimi, have been longtime supporters of the Foundation, and he has been instrumental in creating the "Culture of Philanthropy" that you see at Swedish today. A current member (and past Chair) of the Board of Trustees, Dr. Siegel not only advocated for his physician colleagues to become more involved in Foundation activities, but was also involved in educating board members on the importance of philanthropy to Swedish.

Anne and Wayne Gittinger: The John A. Soderberg Sr. Lifetime Achievement Award

Anne and Wayne are two of Seattle's great philanthropists, often referred to as "quiet leaders" because they often shy away from the recognition that often accompanies philanthropy. Because Anne and Wayne give so privately, you wouldn't know that they have made several large gifts to support the Swedish Heart & Vascular Institute. Their support has helped create a new comprehensive diagnostic center, supported our clinical research program, and helped provide seed funding for a new hybrid operating room. Their support will have a lasting impact on thousands who will benefit from better cardiovascular care. Anne also has a long and rich family history with Swedish, as our founder, Dr. Nils Johanson, was Anne's great uncle.

When MS affects so many of our neighbors, shouldn't world-class care be available close to home?



With more than 400,000 Americans living with multiple sclerosis — and a large percentage of them right here in the Pacific Northwest — Swedish is responding to the needs of our community by creating a state-of-the-art MS Center.

The new, 11,700 square-foot MS Center at Swedish's Cherry Hill campus will go beyond providing high-quality medical care by nationally-recognized neurologists and access to cutting edge clinical research. It will also focus on helping patients and their families live more fully with MS by providing the tools and resources necessary to meet the unique needs of each patient.

Just as it takes a community of care providers to help MS patients live full lives, it also takes a community of donors to make this new Center a reality. Your support is needed. Please make a gift today to help the thousands of people living with MS in the Puget Sound region.



SWEDISH
MEDICAL CENTER
FOUNDATION

To learn how you can help, contact Kate Purcell, director, major gifts at (206) 386-3194 or kate.purcell@swedish.org.

CELEBRATE SWEDISH 2012

Save-the-date!

Mark your calendars for
Celebrate Swedish, which will
take place on Saturday May 12, 2012
at the Sheraton Seattle.

Proceeds will be designated for
charity care and this year's
Fund-a-Need project, which will
provide support for a comprehensive
Multiple Sclerosis (MS) Center
at Swedish, combining the highest
quality of MS clinical care with a
wellness gym, outdoor therapy terrace
and educational resources.

For more information,
visit www.celebrateswedish.org.

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